

ABSTRACT OF DISCLOSURE

A method of providing goods and services to individuals or entities via media entails assigning at least one good or service to a medium and assigning a unique identifier to the medium. Recording information in a database relative to the medium and linking the one or
5 more goods or services assigned to the medium with the identifier of the medium. Thereafter, the medium is distributed to an individual or entity and the individual or entity presents the medium to a provider of goods or services assigned to the medium. Upon presentment the provider delivers one or more of the assigned goods to the individual or entity making presentment. At an appropriate point in the process, a communication is directed to the database
10 recording the results of the transaction between the provider and the individual or entity presenting the medium.